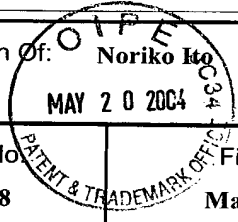


2167

<b>TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT</b> (Under 37 CFR 1.97(b) or 1.97(c))	Docket No. 14419
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In Re Application Of: **Noriko Ito**

Serial No 09/814,288	Filing Date March 21, 2001	Examiner unassigned	Group Art Unit 2167
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Title:

**ADVERTISEMENT PROVIDING SYSTEM AND METHOD**

Address to:  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

**37 CFR 1.97(b)**

1. ☒ The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

**37 CFR 1.97(c)**

2. ☐ The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:
- ☐ the statement specified in 37 CFR 1.97(e);
- OR**
- ☐ the fee set forth in 37 CFR 1.17(p).



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**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.  
14419

In Re Application: Noriko Ito

Serial No.  
09/814,288

Filing Date  
March 21, 2001

Examiner  
unassigned

Group Art Unit  
2167

**ADVERTISEMENT PROVIDING SYSTEM AND METHOD**

**Payment of Fee**

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- ☐ A check in the amount of \_\_\_\_\_ is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. **19-1013 SSMP** as described below.
- ☐ Charge the amount of \_\_\_\_\_
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**Certificate of Transmission by Facsimile\***

I certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (F:

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I certify that this document and fee is being deposited on **May 10, 2004** with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature of Person Mailing Correspondence

Paul J. Esatto, Jr.

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\*This certificate may only be used if paying by deposit account.

Signature

Dated: May 10, 2004

Paul J. Esatto, Jr.  
Registration No. 30,749  
Scully, Scott, Murphy & Presser  
400 Garden City Plaza  
Garden City, New York 11530

cc:

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>Applicant:</b>	<b>Noriko Ito</b>	<b>Examiner:</b>	<b>Unassigned</b>
<b>Serial No.:</b>	<b>09/814,288</b>	<b>Group Art Unit:</b>	<b>2167</b>
<b>Filed:</b>	<b>March 21, 2001</b>	<b>Docket:</b>	<b>14419</b>
<b>For:</b>	<b>ADVERTISEMENT PROVIDING SYSTEM AND METHOD</b>	<b>Dated:</b>	<b>May 10, 2004</b>

**Confirmation No. 4794**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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**GROUP 3600**

**INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with 37 C.F.R. §§1.97 and 1.98, it is requested that the following references, which are also listed on the attached Form PTO-1449, be made of record in the above-identified case.

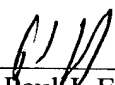
1. Japanese Unexamined Patent Application No. 11-265398 dated September 28, 1999 together with English language Abstract;
2. Katashi Nagao, "Agent Augmented Reality-Integration of the Real World and Information Worlds via Agents, Information Processing", Information Processing Society of Japan, April 15, 1997, Volume 38, No. 4, pages 257-266;

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**CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8(a)**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 on May 10, 2004.

Dated: May 10, 2004

  
\_\_\_\_\_  
Paul J. Esatto, Jr.

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3. Japanese Unexamined Patent Application No. 11-285053 dated October 15, 1999 together with English language Abstract; and
4. Mutsumi Takahashi, "Internet Sociology, Internet Advertising in Japan – the continuous search", INTEROP MAGAZINE, Japan, Softbank Publishing Co., Ltd., November 1, 1999, Volume 9, No. 9, pages 168-171.

The references were cited in an Office Action dated January 20, 2004 received from the Japanese Patent Office. Applicants are submitting copies of the above-cited references, together with an English translation of the Examiner's comments regarding the references from the Official Action. The relevance of the references is described in the Official Action.


In compliance with the requirements of 37 C.F.R. §1.98(a)(3), as a concise statement of relevance, as it is presently understood by the individual designated in 37 C.F.R. §1.56(c) most knowledgeable about the content of the information, the undersigned attorney of record submits a translation of portions of an official action by a foreign examiner in which the references were cited. The relevance to the pending U.S. patent application is that the references were cited in a foreign patent application on the same subject matter. However, no independent analysis of the references, the accuracy of the statement of the foreign examiner or the claims of the foreign application under the laws of that country or the United States relative to the subject matter claimed in the present application has been made; the present understanding of the contents thereof by the undersigned being based on the translation of the foreign examiner's comments submitted herewith.

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Inasmuch as this Information Disclosure Statement is being submitted in accordance with the schedule set out in 37 C.F.R. § 1.97(b), no statement or fee is required.

Respectfully submitted,

  
Paul J. Esatto, Jr.  
Reg.No.30, 749

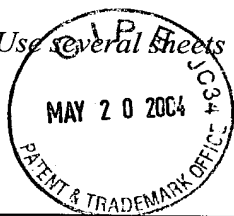
Scully, Scott, Murphy & Presser  
400 Garden City Plaza  
Garden City, New York 11530  
(516) 742-4343

PJE:ac

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Form PTO-1449 U.S. DEPARTMENT OF COMMERCE  
(REV. 7-80) PATENT AND TRADEMARK OFFICE**INFORMATION DISCLOSURE CITATION**

(Use several sheets if necessary)



Atty. Docket No. (Optional)

14419

Application Number

09/814,288

Applicant(s)

Noriko Ito

Filing Date

March 21, 2001

Group Art Unit

2167

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE (if appropriate)
	AA						
	AB						
	AC						
	AD						
	AE						

**FOREIGN PATENT DOCUMENTS**

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
		11-265398	9/28/99	JAPAN				
		11-285053	10/15/99	JAPAN				

**OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.)

		Katashi Nagao, "Agent Augmented Reality-Integration of the Real World and Information Worlds via Agents, Information Processing", Information Processing Society of Japan, April 15, 1997, Volume 38, No. 4, pages 257-266
		Mutsumi Takahashi, "Internet Sociology, Internet Advertising in Japan - the continuous search", INTEROP MAGAZINE, Japan, Softbank Publishing Co., Ltd., November 1, 1999, Volume 9, No. 9, pages 168-171

EXAMINER

DATE CONSIDERED

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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